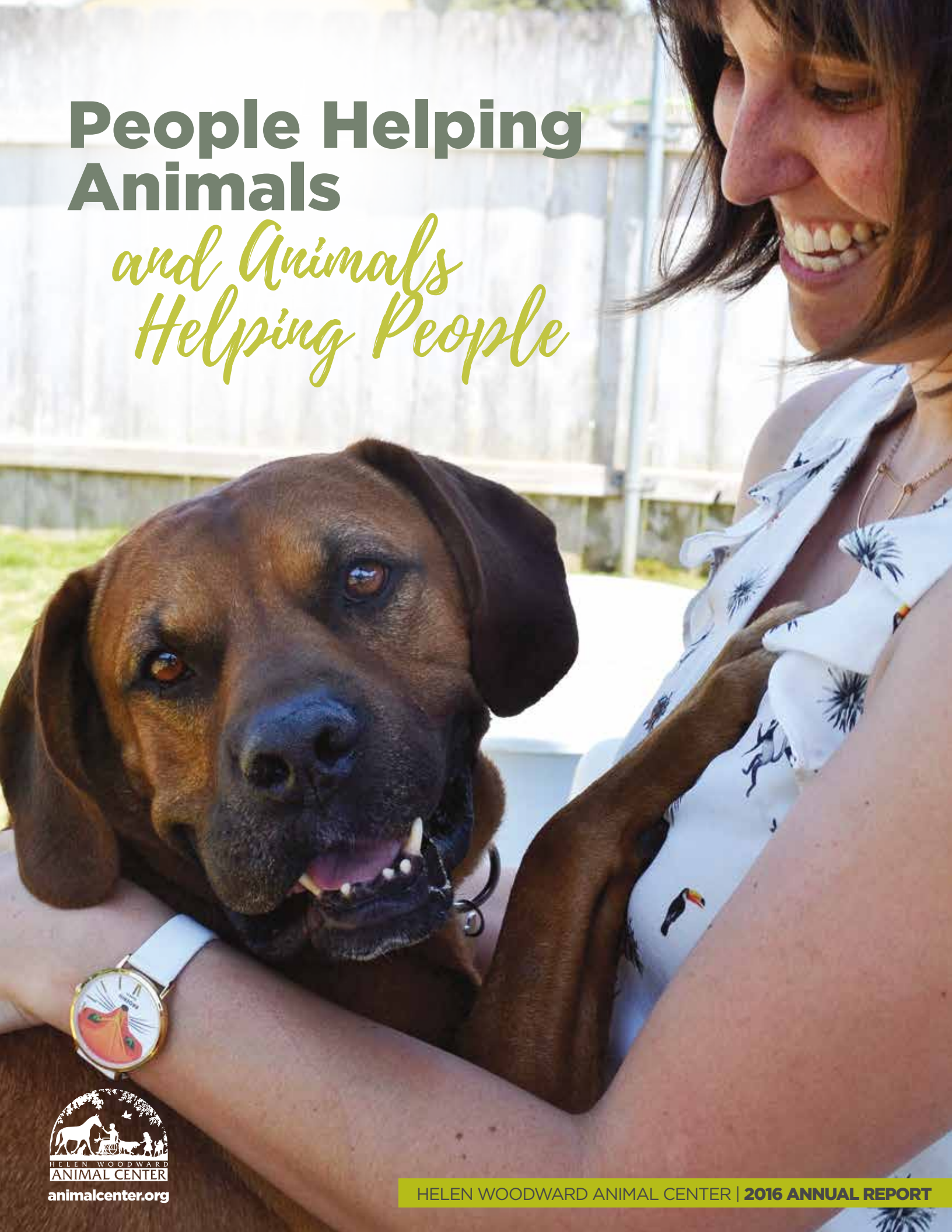


# People Helping Animals

*and Animals  
Helping People*



animalcenter.org

# Dear friends of the Center, *it has been an incredible year!*

Ground breaking on our **new Adoptions building** should begin soon, with the goal to rebuild a Center that can accommodate close to the 4,000 adoptions a year we house currently! This building will boast new medical and behavioral assessment areas as well as new veterinary suites. We are well on our way but have some additional funds to raise so please join us and visit **animalcenter.org** to learn how you can contribute and honor a special person or pet.

It's not just the Center, our programs continue to grow and thrive with the generous support of incredible friends like the Halicioglu Family Foundation, Lucky Duck Foundation, Jim and Josie Myers Family Foundation, and Helen's family, who continue to support her lifelong dream of being the 'animal center of the future'.

Therapeutic Riding and Pet Encounter Therapy continue to bring animal-assisted therapy to those in need. Children are the heart of our work and **our humane education programs continue to reach new audiences**. This year we were able to add a second Animobile traveling classroom, bringing our animal friends to children in low income communities throughout San Diego County.

**We have always been proud to support animal groups worldwide.** This past year, we helped hundreds of organizations from Australia to Puerto Rico and utilized home-grown awareness campaigns like **Remember Me Thursday®** and **Home 4 the Holidays®** to bring adoption into the public spotlight and save millions of lives. Remember Me Thursday® was championed by actress, Pauley Perrette, as well as over 50 other celebrities and earned 338 million social media impressions in 186 countries. Home 4 the Holidays® brought together more than 4,000 shelters in over 20 countries, **saving over 1.3 million pets this year!**

As you will read, your Center is truly making a difference by offering education and outreach on both local and global fronts. **Helen Woodward Animal Center is making an unprecedented impact and we have you to thank.** Our facility will be home to a truly innovative Adoption Center that will be a worldwide model for all the groups we serve.

Thank you for all you have done and continue to do to help us change the world of animal welfare, one life at a time.

For a more humane world,



Michael M. Arms  
President & CEO

## Stay Connected

FB.com/  
helenwoodwardanimalcenter  
Twitter: @hwac  
Instagram: @hwac  
Pinterest: pinterest.com/hwac  
YouTube: animalcntr6461  
Snapchat: helenwoodwardac  
LinkedIn: Helen Woodward  
Animal Center

## Volunteer

From giving your time at any of our fundraising events, to donating your skills or experience to help on Center grounds. Explore the many ways you can help people and pets in need. Visit [animalcenter.org](http://animalcenter.org)

## Be Informed

Be in the know of events and fundraisers happening in our community, and across the globe. Subscribe to our e-newsletters, and enjoy our Companion quarterly publication.



President / CEO  
Michael M. Arms

## Board of Directors

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**V.P. of Operations / CFO**  
Rita Truderung  
**V.P. of Development**  
Renée Resko  
**V.P. of Finance, Controller**  
Renee Simmons

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California 92067  
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[animalcenter.org](http://animalcenter.org)





# Global Awareness for Orphan Pets

**Over  
4,000**  
groups around  
the world have  
participated!



Through a collective group of more than 4,000 pet adoption agencies, facilities and rescue groups, **Home 4 the Holidays®** has become the largest pet adoption campaign on record, saving more than 13 million pets since its inception in 1999.

The campaign saves the lives of thousands of orphan pets during the holiday season and educates the public about the importance of choosing pet adoption.

For the fifth year, Helen Woodward Animal Center is excited to partner with Blue Buffalo for this impactful program. The pet food company not only provides impressive national marketing to spread the word about adopting over the holiday season, but also distributes “Petfolios” to all participating rescue facilities to gift to each new pet parent who takes home an orphan pet throughout the campaign.



Total Social Media Reach in 2016

**338,851,810**

**Remember Me Thursday®** is a global awareness campaign uniting individuals and pet adoption organizations around the world as an unstoppable, integrated voice for orphan pets to live in forever homes, not die waiting for them.

On September 22, 2016, the entire world shared the importance of pet adoption and shone a light on all orphan pets waiting in shelters and rescues alongside our 2016 official spokesperson, Pauley Perrette. People using #RememberTheRescue and #RememberMeThursday reached nearly 340 million people on social media. Together, the candles and their accompanying words and sentiments brought awareness to pets who never found their forever families.





**Helen Woodward Animal Center's Adoption program found homes for a record-breaking 3,390 orphan dogs, cats, puppies, and kittens in 2016!**

## People Helping Animals

95% of our pets came to us from our network of over 40 transfer partners, and the remaining from private clients. This past year, we expanded our list of transfer partners from California, Arizona, and Hawaii, to also include partners from Ohio, North Carolina, and even Thailand. The Center makes an impact locally and globally with this transfer approach by taking in pets from overcrowded shelters, using the resources available to us to promote adoption, and educating the public while saving lives.

Every pet that comes into our care receives life-saving vaccines, a spay/neuter surgery to prevent overpopulation, a microchip, and any other needed medical care. Because of their necessity for a variety of resources, the pets we rescue most often are very young litters of puppies and kittens that need constant bottle feedings and extra attention. Our foster volunteers are able to provide the safety of their home to pregnant or nursing mothers, orphan litters of young puppies or kittens, and even injured or sick pets that need time to recover.

### 3,390 TOTAL ADOPTIONS



**Kittens like Sun, Stars and Moon wouldn't have made it without the network of animal advocates the Center relies upon.**



**1,393  
PETS FOSTERED  
VS 1,156 IN 2015**

**35,918 VOLUNTEER HOURS  
LOGGED BY FOSTER FAMILIES!**



# Animals Helping People



**Our Humane Education Programs taught 13,865 children in 2016.**

Lessons are taught to children of all ages through hands-on animal interactions with a variety of animals from bunnies, horses and dogs, to snakes, birds and bugs. By providing a variety of unique learning opportunities, we showcase the bond between humans and animals and thereby cultivate knowledge, compassion and respect toward all living things.

In addition Education has a traveling classroom called AniMobile that visits low-income schools across San Diego County at no cost.



**AniMobile visited 154 classrooms and 3,588 children in 2016.**

**AniMeals** is a free pet food delivery program that enriches the lives of home-bound seniors and low-income individuals by helping to ensure they can keep their companion animals at home. Unfortunately, the cost and ability to acquire pet food can often prove to be insurmountable obstacles for these individuals. The AniMeals program strives to remove these obstacles and keep our clients together with their pets for their physical health as well as their emotional well-being.



**63,777 lbs**

**of pet food sent to clients**



**1,938 HOURS**

**of volunteers collecting, packaging and delivering food**

In partnership with Meals-on-Wheels, Jewish Family Services, Salvation Army, Wounded Warriors, and others agency partners, an average of 470 pets benefited from the AniMeals program each month in 2016.





# Animals *Helping People*

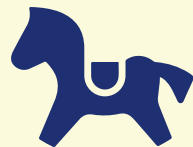


Our featured rider is an extremely imaginative young chap. His lessons consist of many exciting adventures in search of treasure. His creativity really shines when he can guide his horse to slay dragons and save the princess. Little does he know; how much he is fine tuning his motor skills, sequencing and physical coordination. "Tally Ho, Duchess!"

**The Therapeutic Riding program** assists children and adults with physical or mental challenges by providing weekly horseback riding lessons designed to build skills and abilities that will increase the quality of their day-to-day lives and build self-confidence and independence. Students have a variety of different challenges, including developmental delays, Cerebral Palsy, Down Syndrome, Autism, and seizure disorders. The activities undertaken in each lesson are planned in accordance with the individual student's personal goals. More able-bodied students might learn to guide their horse toward certain letters of the alphabet to practice language skills, or to direct their equine therapist through a series of obstacles to improve sensory integration.

**The Pet Encounter Therapy program** brings the unconditional love and tactile benefits of animals to people in a variety of settings — skilled nursing facilities, children's shelters, hospitals, psychiatric units and many more. Animals often bring out the best in people. They can calm hyperactive children or stimulate movement and interaction in those with physical disabilities. During our PET visits, we've seen movement from unresponsive patients or heard words spoken for the first time — all to the amazement of fellow residents and staff members.

**Students with less physical capability benefit simply from sitting up on the horse, or walking slowly around the arena balancing on the horse.**



**1,596**  
lessons given in 2016



**PET in 2016, served  
23,720 people  
made 664 visits, and logged  
2,766 volunteer hours**



# Businesses *that Save Lives*



**11,026**  
appointments in 2016

**The Companion Animal Hospital** is our small animal hospital that offers services to all dogs, cats, reptiles, birds, rabbits, rodents and other exotic pet species whose owners are seeking the most modern advances in veterinary science. Services the hospital offers include soft tissue and orthopedic surgery, dentistry, ultrasound, digital radiology, laser therapy, as well as preventative and diagnostic internal medicine.

In 2016, the hospital opened the Military Fund which now offers free vaccinations and spay and neuter procedures for eligible military members and their families!



**443** horses helped  
at the hospital in 2016

**The Equine Hospital** provides high-quality veterinary care for the health and welfare of the community horse population and is equipped to perform a wide variety of medical procedures and services. It has state of the art facilities and equipment to ensure the best possible care is available to our equine community.



**7,995** animals  
were boarded in 2016

**Club Pet Boarding** is a premier pet boarding and care facility that provides "a home away from home" for your furry, feathery, or scaly best friend, and offer the very best attention and care for your pet's physical and emotional needs.



**\$326,727** in  
sales in 2016 to benefit  
the programs and pets  
at the Center

**Orphaned Objects** is a boutique style thrift shop for a good cause. The store carries one-of-a-kind items including furniture, home décor, games and toys, books, jewelry, art, clothing, shoes, sports equipment, and pet products.



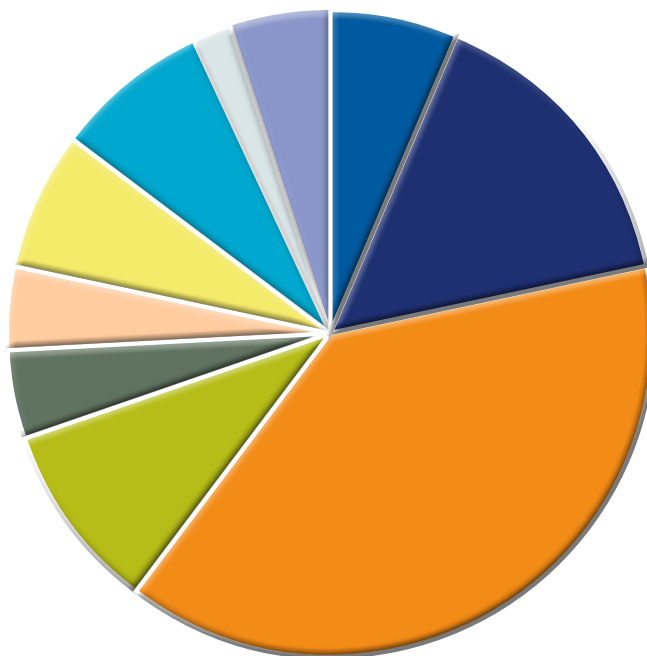
# 2016 (GAAP) INCOME AND *Expense Statement*

## PROVISIONAL

\*Our full audited financials are available on-line at [animalcenter.org](http://animalcenter.org)

### TOTAL REVENUE: \$16,726,070

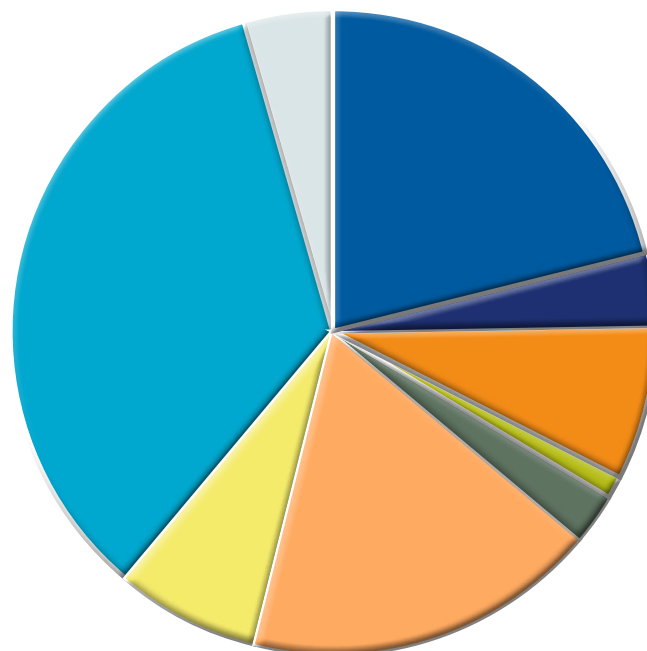
6.48%	BEQUESTS
15.30%	DONATIONS
38.62%	CAPITAL CAMPAIGN
9.40%	PROGRAM FEES (ADOPTIONS, TR, EDUCATION, ANIMEALS, PET)
4.58%	EVENTS
4.19%	EQUINE HOSPITAL
6.94%	COMPANION ANIMAL HOSPITAL
7.78%	CLUB PET
1.95%	ORPHANED OBJECTS
4.76%	OTHER INCOME*



### TOTAL EXPENSES \$10,850,892

NET REVENUE \$5,875,178

19.14%	ADOPTIONS
3.79%	THERAPEUTIC RIDING
7.89%	EDUCATION
1.60%	ANIMEALS
2.49%	PET ENCOUNTER THERAPY
15.23%	FUNDRAISING
8.81%	ADMINISTRATION
35.28%	SERVICES (CLUB PET, CAH, EQUINE)
5.77%	EVENTS



## MISSION STATEMENT

Helen Woodward Animal Center's passionate belief that animals help people and people help animals through trust, unconditional love, and respect, creates a legacy of caring. Sharing this philosophy with others, the Center inspires and teaches locally and globally, the importance of the animal human bond.



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